

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

507 FIFTH AVENUE • NEW YORK • VANDERBILT 6-6075

September 20, 1942

Mr. Addison Taylor,
Princeton Broadcasting Service,
Princeton University,
Princeton, N.J.

Dear Doc:

A small contract has been approved for your station to commence September 25th and to terminate October 16th. The spots are to run Monday - Friday. The time approved for the spot announcements is P.M. No variation of time or dates will be allowed.

Extensive sales surveys will be conducted by Readers Digest and from their standpoint the campaign will be a success only if they realize a substantial sales increase in Readers Digest during the three week period. Use your own merchandising ideas. If the campaign is a success it will probably mean future business. Good luck.

Please let us know by return mail the steps you plan to take to make the campaign a success.

Sincerely yours,

Louis M. Bloch Jr.

Louis M. Bloch, Jr.

Business Manager. 951 L

LMB:HT

Mr. Bloch is out of the office at the time of writing this letter -- but you know the time for the spot announcements as arranged between you and Mr. Bloch.